



City of Loma Linda Official Report

Floyd Petersen, Mayor
Stan Brauer, Mayor pro tempore
Robert Christman, Councilmember
Robert Ziprick, Councilmember
Charles Umeda, Councilmember

COUNCIL AGENDA: July 26, 2005

TO: City Council

VIA: Dennis R. Halloway, City Manager

SUBJECT: Chamber of Commerce Quarterly Report and request for
disbursement of funds pursuant to agreement with the City

RECOMMENDATION

It is recommended that the City Council receive the Quarterly Report for filing and authorize disbursement of funds.

**REQUEST FOR QUARTERLY FUNDING
WITH ATTENDING SUPPORT DOCUMENTS
TO
LOMA LINDA CITY COUNCIL
LOMA LINDA REDEVELOPMENT AGENCY**

July 26, 2005

C O N T E N T S

- * President's Letter of Request for Quarterly Payment
- * Roster of Directors 2005
- * Staff Activity Reports (April/May/June 2005)
- * Financial Report for Second Quarter 2005
- * Membership Update Material (April/May/June 2005)
- * *Loma Linda Report* May/June 2005 Issues
- * Official City Map

2005 CHAMBER
BOARD OF DIRECTORS

Rosemary Estupinan, President
Heritage Gardens Health Care
and Retirement Center

James Walling, President-elect
Inland Community Bank

Norman Meyer, Secretary
Past Vice-President Loma Linda
Community Hospital & Loma Linda
University Medical Center

Kathy Dexter, Treasurer
Design by Dexter

Manuel Aranda, Jr.
SBV Water Conservation District

Phil Carlisle
Loma Linda Market &
Nutrition Center

Elsie Chan
Spectrotape Corporation

Jean Bush-Chumina
State Farm Insurance

Robert Frost
Loma Linda University Foundation

Dr. David B. Hinshaw, Jr.
Loma Linda University
Medical Center

Phil Jolley
Golden Opportunities

L. Rao McKenzie
Loma Linda Academy

Jeanne Minnerly
The Copeland Group

Beverly Powell
Southern California Edison

John Ruffcorn
Retired, University Church of
Seventh-day Adventists

Dick Schaefer
Loma Linda University

Dean Stordahl
VA Loma Linda Healthcare System

Trey Weatherill
University Mortgage

Margi Worley
Margi's Sewing Boutique

DIRECTORS EMERITUS

Dr. David Bieber
Retired, Past President
Loma Linda University

Elmer Digneo
Past Head Principal
Loma Linda Academy

Lillian Miller
University Realty

Willard Stewart
United Property Management

LOMA LINDA

CHAMBER OF COMMERCE

July 26, 2005

Members of the City Council
Members of the Redevelopment Agency
Dennis Halloway, City Manager
City of Loma Linda
Loma Linda, California 92354

Re: Quarterly Report of the Loma Linda Chamber of Commerce

Dear Council Members, and
Redevelopment Agency Members:

On behalf of the Loma Linda Chamber of Commerce, I am submitting the following report under the terms of the promotional agreements between the City of Loma Linda/Redevelopment Agency and the Chamber of Commerce.

Please consider this the Chamber's official request for funds in the amount of \$12,350.00 to be released July 26, 2005, from the Redevelopment Agency, pursuant to the Chamber's ongoing promotional agreements. This payment represents compensation for completion of work during June, July, and August 2005.

Since our last report, the Chamber has increased its responsibilities and activities, some new and others ongoing:

1. We continue to serve the general public and the business community, with total response to requests and inquiries and general communications (excluding newsletter) at 6,315 for the months of April, May, and June. Detailed reports are attached.
2. The May/June issue of the Chamber's *Loma Linda Report* incorporating City news was published and distributed to all households and businesses in Loma Linda. Circulation is 10,000. We are enclosing a copy of this issue.

Communication In Action

3. We coordinated and held our Annual Business Showcase on May 5th, with all vendor spaces filled and excellent attendance from the public.
4. We continue to work with city departments and code enforcement regarding ongoing signage issues.
5. Our membership now stands at 245.
6. The Chamber continues participation in community affairs in general. More specifically, the Chamber participated (attending, providing manpower, soliciting funds and/or prizes, giving public support, etc.) in the following:

We coordinated and/or attended the following:

- * Grand Opening/Ribbon Cutting at Hungry Howie's Pizza on May 23rd; dedication of the Loma Linda Branch Library renovation on May 24th; and C.A.R.E. mixer on May 24th.
 - * Grand Opening/Ribbon Cutting at the Loma Linda Inn on June 9th and Partners Pantry on June 14th.
7. Regular meetings include Executive Committee, Board of Directors, Breakfast Network, Legislative Committee, and Chamber Ambassadors. Other committees meet on an as needed basis.
 8. The Breakfast Network continues to meet every Wednesday at 7:30 a.m. for programs and networking. Attendance averages about 25-30.
 9. The official City of Loma Linda map was completed and distributed in June.
 10. The 2005-2006 *Business Directory and Resource Guide* was distributed in April.

The following Chamber-sponsored activities and projects are in the planning stages through the next quarter:

- Annual Community Parade (October 9th).
- Member Appreciation Luncheon (September, date to be determined).
- Grand Opening and Ribbon Cuttings as follows: LLBN new facility; others as requested.
- Continued refinement and updating of our Chamber's website and expansion of e-mail directory for more timely and economical communication with members.

Council Members, and
Redevelopment Agency Members
July 26, 2005
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- Ongoing marketing campaign to increase Chamber revenue stream through expansion of membership base and advertising base.
- Continuing coordination with the University and Medical Center for their 100th Anniversary celebration, including representation in our newsletter.

Our office continues to serve the public and coordinate the activities of the Chamber under the direction of Chief Executive Officer, Peg Karsick, with the support of her Executive Assistant, Darla Stern, part-time Special Projects Assistant, Sandy Clem, and office volunteers. We invite you to stop by our office soon. They welcome your inquiries and input as we all work together for Loma Linda's benefit. Detailed staff reports are attached for your information.

As Chamber President for the year 2005, I appreciate our continuing contractual agreements to promote the City of Loma Linda. Our Officers, Directors and our staff will continue to work closely with the City's departments to encourage and support a positive business climate, to foster total community involvement in our Chamber of Commerce, and to promote Loma Linda as a city that is business friendly. Please feel free to call on us to assist through mobilizing our business and community resources as concerns arise.

Sincerely,


Rosemary Estupinan
President

RE/dds

Attachments

LOMA LINDA

CHAMBER OF COMMERCE

2005 Officers and Board of Directors

(Effective January 5, 2005)

President: Rose Estupinan
Secretary: Norm Meyer

President-elect: Jim Walling
Treasurer: Kathy Dexter

Manuel Aranda, Jr. 12/31/05
SBV Water Conservation Dist.
P.O. Box 1839
Redlands, CA 92373
793-2503

David Bieber Emeritus
11560 Hillcrest
Loma Linda, CA 92354
796-4521

Phil Carlisle 12/31/06
LL Market & Nutrition Center
11161 Anderson St.
Loma Linda, CA 92354
824-4565

Elsie Chan 12/31/06
Vice President of Membership
Spectrotape Corporation
345 W. Valley Blvd.
Colton, CA 92324
825-6744

Jean Chiuminatta 12/31/05
Vice President of Bus. Promo's
State Farm Insurance
P.O. Box 276
Sky Forest, CA 92385
336-7233

Kathy Dexter 12/31/05
Treasurer
Design by Dexter
964 Creek View Lane
Redlands, CA 92373
307-2221

Elmer Digneo Emeritus
10613 Ohio St., P.O. Box 1333
Loma Linda, CA 92354
796-0465

Rose Estupinan 12/31/05
President
Heritage Gardens
25271 Barton Rd.
Loma Linda, CA 92354
796-0216

Robert Frost 12/31/05
LLU Foundation
Loma Linda University
Loma Linda, CA 92350
558-4534

David Hinshaw, Jr. 12/31/05
LLU Medical Center
11234 Anderson St.
Loma Linda, CA 92354
558-4013

Phil Jolley 12/31/07
Golden Opportunities
25884-D Business Center Dr.
Redlands, CA 92374
799-5181

L. Roo McKenzie 12/31/05
Loma Linda Academy
10656 Anderson St.
Loma Linda, CA 92354
796-0161 x3301

Norman Meyer Emeritus
Secretary
25762 Sunrise Way
Loma Linda, CA 92354
799-0777

Lillian Miller Emeritus
University Realty, Inc.
11156 Anderson, P. O. Box 788
Loma Linda, CA 92354
796-0156

Jeanne Minnerly 12/31/06
The Copeland Group
25809 Business Ctr Dr., #F
Redlands, CA 92374
799-8565

Beverly Powell 12/31/07
Southern California Edison
287 Tennessee Avenue
Redlands, CA 92373
307-6742

John Ruffcorn 12/31/05
23187 Glendora Dr.
Grand Terrace, CA 92313
824-2986

Dick Schaefer 12/31/06
The Heritage Room
Loma Linda University
Loma Linda, CA 92350
558-1000

Willard Stewart Emeritus
United Property Management
10535 Anderson St.
Loma Linda, CA 92354
796-2897

Dean Stordahl 12/31/06
VA Loma Linda Healthcare Sys.
11201 Benton St.
Loma Linda, CA 92354
422-3002

James Walling 12/31/07
President-elect
Inland Community Bank
11175 Mt. View Ave., Ste. O
Loma Linda, CA 92354
796-7100 x221

Trey Weatherill 12/31/07
University Mortgage
24949 Prospect Avenue
Loma Linda, CA 92354
796-1404

Margi Worley 12/31/06
Margi's Sewing Boutique &
Image Consultant
11411 Anderson Street
Loma Linda, CA 92354
796-4600

Peg Karsick, CEO
LL Chamber of Commerce
25541 Barton Road, Ste. 4
Loma Linda, CA 92354
799-2828

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

APRIL 2005

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	6
Faxes	51
E-Mails	19
Web Site Hits (Phil Jolley)	1117
E-Mail Membership Alerts	0
Information Inquiries by Telephone and Walk-Ins:	263
Economic Development Activity (New)	4
Relocation Information	13
Invoices:	72
Other:	1

Membership:

Renewal Acknowledgements	24
New Member Acknowledgements	6
Member Solicitation, other than mailings	12

Total Membership & Business Correspondence: 1,588

Event Calendar & Jose's Mixer Mailing	277
Business Showcase Participant Letters	39
Golf Sponsor & Player Mailing	280

TOTAL CORRESPONDENCE AND INQUIRIES: 2,184

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Worked on May/June 2005 *Loma Linda Report*.

Distributed 2005 Business Directory & Resource Guide

PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY

Regular Meetings Held/Attended:

April 6th, 13th, 20th, 27th Breakfast Network

April 13th – Ambassadors Corps. Meeting

April 14th – Executive Committee Meeting

April 14th – Board Meeting

April 19th & 26th – Golf Committee Meetings

Meeting notices to Board and Committee Members: 98

MISCELLANEOUS ACTIVITIES

- Worked on Annual Business Showcase.
- Attended event to honor departing Mayor Hansberger.
- Submitted Quarterly Budget Request to the City.
- Met with Legislative Liaison Manny Aranda to discuss proposed legislative luncheon.
- Met with Marketing Director at The Palms to discuss plans and tour the facility.
- Continued to meet with the City's MIS Department to discuss inclusion in the City's computer services program.
- Visited Sierra Lakes Golf Course to tour facility and determine holes for contests.
- Coordinated Ribbon Cutting & Mixer at Jose's Mexican Food on April 21st.
- Worked on Annual Golf Tournament to be held on June 29th at Sierra Lakes.

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

MAY 2005

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	10
Faxes	27
E-Mails	18
Web Site Hits (Phil Jolley)	1110
E-Mail Membership Alerts	0
Information Inquiries by Telephone and Walk-Ins:	261
Economic Development Activity (New)	3
Relocation Information	11
Invoices:	50
Other:	0

Membership:	
Renewal Acknowledgements	14
New Member Acknowledgements	6
Member Solicitation, other than mailings	6

Total Membership & Business Correspondence: 1516

Golf Prize Solicitation & Player Mailing	451
Event Calendar & Ribbon Cuttings/Mixer Mailing	286
Business Showcase Thank You Letters	39
May/June Issue of the <i>Loma Linda Report</i>	9066

TOTAL CORRESPONDENCE AND INQUIRIES: 11,348

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Distributed May/June 2005 *Loma Linda Report*.

Completed work on official city map.

PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY

Regular Meetings Held/Attended:

May 11th, 18th, 25th Breakfast Network

May 18th – Ambassadors Corps. Meeting

May 12th – Executive Committee Meeting

May 12th – Board Meeting

May 25th – Golf Committee Meetings

Meeting notices to Board and Committee Members: 152

MISCELLANEOUS ACTIVITIES

- Held Annual Business Showcase on May 5th.
- Met with AD Publications representative to finalize city map details.
- Coordinated and attended Ribbon Cutting & Mixer at Hungry Howie's Pizza on May 23rd; San Bernardino County Branch Library on May 24th; and C.A.R.E. mixer on May 25th.
- Worked on Annual Golf Tournament to be held on June 29th at Sierra Lakes.
- Met with city officials to discuss ongoing signage issues. They will be presenting a program for Breakfast Network in the near future.

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

JUNE 2005

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	5
Faxes	40
E-Mails	12
Web Site Hits (Phil Jolley)	1103
E-Mail Membership Alerts	0
Information Inquiries by Telephone and Walk-Ins:	269
Economic Development Activity (New)	2
Relocation Information	10
Invoices:	49
Other:	0

Membership:	
Renewal Acknowledgements	14
New Member Acknowledgements	6
Member Solicitation, other than mailings	11

Total Membership & Business Correspondence: 1521

Event Calendar, Ribbon Cuttings/Mixer & Joint Chambers	
Legislative Meeting Mailing	291
Golf Player Confirmation Letters	37

TOTAL CORRESPONDENCE AND INQUIRIES: 1,849

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Worked on July/August 2005 *Loma Linda Report*.

Distributed the official city map.

PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY

Regular Meetings Held/Attended:

June 1st, 8th, 15th, 22nd Breakfast Network

June 9th – Executive Committee Meeting

June 9th – Board Meeting

June 7th, 14th, 23rd – Golf Committee Meetings

June 23rd – Ambassadors Corps. Meeting (Joint Meeting with Golf Committee)

Meeting notices to Board and Committee Members: 67

MISCELLANEOUS ACTIVITIES

- Coordinated and attended Ribbon Cutting & Mixer at Loma Linda Inn on June 9th.
- Worked on and held Annual Golf Tournament on June 29th at Sierra Lakes.
- Met with representatives of LLBN to discuss future grand opening of their new facility (date to be determined).
- Coordinated and attended grand opening/ribbon cutting for the Loma Linda Inn on June 9th.
- Coordinated and attended grand opening/ribbon cutting for Partners Pantry on June 14th.
- Coordinated and held the Annual Golf Tournament at Sierra Lakes Golf Club on June 29th.

LOMA LINDA CHAMBER OF COMMERCE

JUNE 05 Year to Date Budget vs Actual

Cash Basis

	Jan - Jun 05	Budget	\$ Over Budget
Income			
I. CHAMBER PUBL	3,615.85	1,000.00	2,615.85
I. INTEREST	47.37	48.00	-0.63
I. LL CITY RED.	24,700.00	24,957.00	-257.00
I. MEMB. EVENTS	92.69		
I. MISC. INCOME	686.58	200.00	486.58
I. NEW MEMBERS	4,085.00	3,480.00	605.00
I. NEWSLETTER	6,550.50	7,500.00	-949.50
I. RENEWALS	13,225.00	13,998.00	-773.00
I. S.E. COM. LU	1,460.00	1,000.00	460.00
I. S.E. EXPO	7,837.50	8,000.00	-162.50
I. S.E. GOLF	21,927.00	15,000.00	6,927.00
I. S.E. INSTALL	15,619.00	11,000.00	4,619.00
Total Income	99,846.49	86,183.00	13,663.49
Expense			
E. AUTO	516.00	540.00	-24.00
E. BAD DEBTS	7.00	150.00	-143.00
E. DEPRECIATION	454.00	349.98	104.02
E. DUES & SUB.	918.00	750.00	168.00
E. INSURANCE	1,085.00	1,500.00	-415.00
E. MEMB. EVENTS	45.26		
E. MISC.	185.04	240.00	-54.96
E. NEWSLETTER	5,298.84	5,499.99	-201.15
E. OFFICE EQUIP	2,693.95	2,700.00	-6.05
E. OFFICE SUPPL	2,392.80	1,998.00	394.80
E. OUTSIDE SERV	876.68	1,098.00	-221.32
E. POSSESS. TAX	121.39	250.00	-128.61
E. POSTAGE	2,263.00	1,746.00	517.00
E. PROMO. P.R.	647.81	1,252.00	-604.19
E. RENT	4,302.48	4,302.48	0.00
E. S.E. COM. LU	3,946.49	2,500.00	1,446.49
E. S.E. EXPO	4,772.90	5,000.00	-227.10
E. S.E. GOLF	10,883.43	7,500.00	3,383.43
E. S.E. INSTALL	8,866.09	8,000.00	866.09
E. SALARY & BEN	42,746.38	40,400.00	2,346.38
E. TELEPHONE	261.18	498.00	-236.82
E. TRAV. & EDUC	306.90	250.00	56.90
Total Expense	93,590.62	86,524.45	7,066.17
Net Income	6,255.87	-341.45	6,597.32

LOMA LINDA CHAMBER OF COMMERCE

Quarter 2 2005

Cash Basis

	Apr - Jun 05	Budget	\$ Over Budget
Income			
I. CHAMBER PUBL	1,115.85		
I. INTEREST	25.34	24.00	1.34
I. LL CITY RED.	12,350.00	12,478.50	-128.50
I. MEMB. EVENTS	49.00		
I. MISC. INCOME	495.24	150.00	345.24
I. NEW MEMBERS	2,435.00	1,740.00	695.00
I. NEWSLETTER	3,554.25	5,000.00	-1,445.75
I. RENEWALS	5,130.00	6,999.00	-1,869.00
I. S.E. EXPO	6,187.50	8,000.00	-1,812.50
I. S.E. GOLF	21,927.00	15,000.00	6,927.00
I. S.E. INSTALL	539.00		
Total Income	53,808.18	49,391.50	4,416.68
Expense			
E. AUTO	178.00	270.00	-92.00
E. BAD DEBTS	7.00	75.00	-68.00
E. DEPRECIATION	280.00	174.99	105.01
E. DUES & SUB.	303.00	375.00	-72.00
E. MEMB. EVENTS	45.26		
E. MISC.	80.04	120.00	-39.96
E. NEWSLETTER	3,659.04	3,666.66	-7.62
E. OFFICE EQUIP	1,678.08	750.00	928.08
E. OFFICE SUPPL	1,066.45	999.00	67.45
E. OUTSIDE SERV	432.93	549.00	-116.07
E. POSSESS. TAX	121.39	125.00	-3.61
E. POSTAGE	1,806.00	873.00	933.00
E. PROMO. P.R.	247.00	628.00	-381.00
E. RENT	2,151.24	2,151.24	0.00
E. S.E. EXPO	4,772.90	5,000.00	-227.10
E. S.E. GOLF	10,883.43	7,500.00	3,383.43
E. S.E. INSTALL	289.77		
E. SALARY & BEN	20,376.55	19,200.00	1,176.55
E. TELEPHONE	109.44	249.00	-139.56
E. TRAV. & EDUC	0.00	100.00	-100.00
Total Expense	48,487.52	42,805.89	5,681.63
Net Income	5,320.66	6,585.61	-1,264.95

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING APRIL 2005**

	April 05				April 04						
Total Membership	240								227		
*Includes those on Delinquent List											
New Members (Year to Date)	17								15		
January	2	March	6	May	0	July	0	September	0	November	0
February	3	April	6	June	0	August	0	October	0	December	0
Membership Renewals (This Month)	14								18		
Total Income from Membership (This Month)	\$3,055								\$2,995		
Renewals:	\$2,060.00										
New Members:	\$ 925.00										
One-Time Fees:	\$ 70.00										
Delinquent Memberships (This Month)	5								5		
Cancelled/Dropped Members (Year to Date)	13								3		
January	4	March	3	May	0	July	0	September	0	November	0
February	3	April	3	June	0	August	0	October	0	December	0

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING MAY 2005**

	May 05				May 04						
Total Membership	245				229						
*Includes those on Delinquent List											
New Members (Year to Date)	23				20						
January	2	March	6	May	6	July	0	September	0	November	0
February	3	April	6	June	0	August	0	October	0	December	0
Membership Renewals (This Month)	14				12						
Total Income from Membership (This Month)	\$2,805				\$2,045						
Renewals:	\$1,770.00										
New Members:	\$ 860.00										
One-Time Fees:	\$ 175.00										
Delinquent Memberships (This Month)	5				3						
Cancelled/Dropped Members (Year to Date)	14				6						
January	4	March	3	May	1	July	0	September	0	November	0
February	3	April	3	June	0	August	0	October	0	December	0

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING JUNE 2005**

	June 05				June 04			
Total Membership	245				231			
*Includes those on Delinquent List								
New Members (Year to Date)	26				22			
January 2	March 6	May 6	July 0	September 0	November 0			
February 3	April 6	June 3	August 0	October 0	December 0			
Membership Renewals (This Month)	12				16			
Total Income from Membership (This Month)	\$1,705				\$2,920			
Renewals:	\$1,300.00							
New Members:	\$ 300.00							
One-Time Fees:	\$ 105.00							
Delinquent Memberships (This Month)	7				5			
Cancelled/Dropped Members (Year to Date)	17				6			
January 4	March 3	May 1	July 0	September 0	November 0			
February 3	April 3	June 3	August 0	October 0	December 0			